



Timetable in Establishing a Farmers' Market

The following timetable proposes a calendar of actions and activities that should be followed to establish a community farmers' market. Consider it a "things to do" list or checklist.

January	Gather a group of interested people
	Determine specific goals and tasks of the market
February	Explore the mechanics of direct marketing (Contact Missouri Department of Agriculture)
	Look for and settle on a location for the market
	Gain community support and fund raising Hold a community meeting about the possibility of a market
	Check into legalities
	Begin publicity to farmers (continue through May)
March	Promote the farmers' market concept Market management and organization
April	Begin publicity to consumers (continue through September)
May	Open the farmers' market
June	Market hosts a special event at market (example: Consumer Appreciation Day)
July	Promote the farmers' market (peak season)
August	Sponsor a special activity
September	Organize and solidify farmer-consumer association
October	Extend the marketing season with fall crops
November	Solicit and evaluate suggestions from farmers and consumers
December	Close market and hold market association meeting